

Organization Name: Butte-Silver Bow CVB

**Approved Full TAC
Council 10/7/08**

Project Name : Attraction Tear off Sheets

Application Completed by : Sara Rowe

**Approval
Requested**

X Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Attraction tear off sheet has become one of the most requested pieces from tourism related businesses. It's convenience is one of the major reasons for it's popularity. All Butte attraction information is condensed to one sheet in tablet form. It has a basic map of Butte on side showing location of the attractions and a brief description of the attractions on the other side. We print 50,000 sheets and distribute them to all the businesses as needed. It is also a great tool for the summer staff at the visitors center.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- **Increase our Event and Festival attendance throughout the year.**
- **Increase overall bed tax funds by 4%**
- **Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.**

Refer to the portions of your marketing plan, which support this project.

TARGET AUDIENCE

Geotourist Those tourists that seek to sustain or enhance the geographic character of the place being visited including its environment, culture, heritage, land marks, and the well-being of its residents. One quarter of this group resides in the nearby Pacific region, and 10% are in the mountain region. Ages ranging from 30 to 65 with annual incomes of \$60,000 to \$100,000 and a four year college education.

Families/ Boomers Married couples or singles 35-54 years of age, college educated, with children usually less than 18 years of age in the household and household incomes of \$60,000+.

How does this project support the Strategic Plan?

- 4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.

Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.”

- 5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

- “Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...”

Detail pages attached Yes(X) No

PROJECT BUDGET

PROJECT NAME: Attraction Tear Off Sheet

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES			
Production	\$100.00		\$100.00
Printing	\$1,100.00		\$1,100.00
PROFESSIONAL SERVICES TOTAL	\$1,200.00		\$1,200.00
MARKETING/ADVERTISING			
MARKETING/ADVERTISING TOTAL			
TRAVEL			
Personal Car			
Commercial Transportation			
Meals			
Lodging			
Vehicle Rental			
TRAVEL TOTAL			
OTHER			
OTHER TOTAL			
CVB PROJECT TOTAL	\$1,200.00	\$ -	\$1,200.00